

# DRUG-FREE HEALTHY COMMUNITIES

## Prevention Matters.

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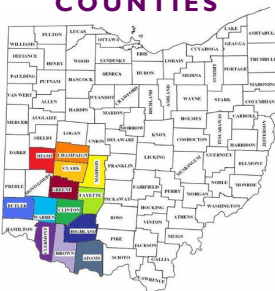
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### FUN NEWS:

Plans are early in the discussion process of putting together a "Youth Summit" for the spring of 2012, working with the various Safe Communities coalitions in the 13 county region. The idea is to bring together students from our 13 counties to provide them with information and ideas that they can implement in their home schools.

If you are interested in helping to plan an event of this nature, please contact Sara Pappa at 937-374-5662 or email her at [spappa@gcchd.org](mailto:spappa@gcchd.org).

### COVERING 13 COUNTIES



susceptible to initiation by empowering them with information in a cutting-edge fashion.

Each summer, the truth® tour van gases up and travels to sporting events and music festivals across the USA while passing out swag and informing visitors about the practices of Big Tobacco.

What is truth®? truth® is the only national youth tobacco use prevention program not directed by a tobacco company. The truth® campaign is a part of the American

Legacy Foundation which was established with master settlement funds in 1998. The American Legacy Foundation works to prevent tobacco use initiation and to promote cessation. The truth® campaign is specifically focused on the 12-17 age range, when the vast majority of individuals begin the smoking habit. The campaign targets youth that are most

This summer, the Vans Warped Tour '11 will be making two stops in Ohio, at the Blossom Music Center in Cleveland on July 20th and at Riverbend Music Center in Cincinnati on August 2nd.

Interested?

Go to: <http://www.thetruth.com/>

## Dangers of Second-Hand Smoke

The majority of people in Ohio understand that smoking is dangerous to a person's health and causes many illness and even death. What has been more recently understood is that exposure to secondhand smoke (also called environmental tobacco smoke or ETS) also causes many of the same health problems.

The 2006 Report of the Surgeon General on the "Health Consequences of Involuntary Exposure to Tobacco Smoke" came to the conclusion that there is no safe level of exposure to secondhand smoke (SHS). While SHS may not appear to pose problems for some people in the short term, long-term exposure can lead to major health concerns. Other individuals may have immediate severe reactions to SHS.

You can download the 2006 Surgeon General's report and all of the previous reports on tobacco that have been published since 1964 at [http://cdc.gov/tobacco/data\\_statistics/sgr/index.htm](http://cdc.gov/tobacco/data_statistics/sgr/index.htm)



There are more than 4,000 chemicals in SHS. Many of these chemicals are toxic and some cause cancer, heart disease, lung disease, and other health problems.

Children are at a particularly high risk for health problems related to SHS. Babies are hurt by SHS before and after birth. SHS is a known cause of sudden infant death syndrome (SIDS). Babies whose mothers are around secondhand smoke are more likely to have lower birth weights and can have more health problems

than babies whose mothers were not exposed to SHS. Older children whose parents smoke get sick more often than children who are not exposed to SHS. They get more bronchitis and pneumonia and SHS can trigger an asthma attack in a child. More than 40 percent of children who go to the emergency room for asthma live with smokers. Children exposed to SHS get more ear infections and they are more likely to have fluid in their ears and have more operations to put in ear

tubes for drainage.

### What Can Parents Do?

- Do not allow anyone to smoke near your child.
- Do not smoke or allow others to smoke in your home or car. Opening a window does not protect your children from smoke.
- Use a smoke-free day care center.
- Do not take your child to restaurants or other indoor public places that allow smoking.
- Teach older kids to stay away from secondhand smoke.

The new law that Ohioans passed in November 2006 will help reduce the health problems that secondhand smoke can cause. With everyone's help, Ohio will have healthier citizens and spend less on healthcare.

OHIO TOBACCO  
QUIT LINE CALL IT QUILTS.  
800-QUIT-NOW  
800-784-8669

## Texting & Smoking Cessation...A Promising Technology

**“Congratulations, you have been tobacco-free for 24 hours! Your heart rate has almost reached normal and you’ve decreased your risk for having a heart attack. What an accomplishment!”**

This is the type of cell phone text message that a person might receive if they were a participant in a smoking cessation text messaging program, which is part of the rapidly emerging and promising field of mobile health.

The recent Pew Internet and American Life Project revealed that 85% of Americans own cell phones. For African-American and English speaking Hispanic adults, the percentage increases to 87%. This means mobile texting could be an essential tool in reaching minority communities with tobacco prevention and cessation messages.

Current pilot tests are being monitored to discover the effectiveness of using cell phones to help individuals kick the habit. An expanding number of health departments and related agencies are experimenting with this technology as a tool to help smokers quit.

Cell phone texting has emerged rapidly in other areas of public health, as well. There are smartphone applications to remind users to take medications, exercise regularly, eat healthy, monitor blood glucose levels and even encourage testing for HIV. As the commercial goes, *there’s an app for that!*

Cell phone technology is attractive. It is simple to use, available almost everywhere and let’s face it, a lot of fun.

Here are but a few examples of how some health departments and agencies are utilizing mobile texting for smoking cessation:

- The Rhode Island Department of Health’s tobacco control program has begun helping residents quit smoking by directing them to [QuitNowRI.com](http://QuitNowRI.com), a tobacco prevention

information Web site with a link to the state’s tobacco cessation hotline. Additional unique features include codes which are displayed on advertisements on city buses and bus stop shelters. When scanned with a smartphone, the codes link the phone directly to the Quit Now RI Web site. There is even a downloadable ringtone of a person coughing and hacking violently. This texting campaign costs \$18,000 and began in March 2011 and will continue through February 2012.

- Residents of Mohave County, Arizona have the ability to enroll in a program called Stop Smoking over Mobile Phone (STOMP). STOMP is a smoking cessation text messaging service which sends cessation information and engages participants to plan and navigate through the cessation process.
- The National Healthy Mothers Healthy Babies Coalition created Text4Baby, a service which provides weekly smoking cessation messages to women during pregnancy and the first year of their baby’s life.



While using texting as a means to assist with smoking cessation is still in its infancy, both state agencies and researchers alike are taking a serious look to determine if cell phone technology will truly help motivate individuals to quit and, ultimately, revolutionize smoking cessation and chronic disease prevention. One

thing is certain, today’s consumers are connected and tuned-in to their mobile devices like never before. That makes the prospect of using this technology a promising opportunity to help people quit smoking.

**Story Contribution by Eric Greene, Social Marketing Consultant in the Center for Health Promotion—Office of Healthy Ohio.**

## Medicaid Tobacco Cessation Services Webinar

CDC, NAQC and the Tobacco Control Network (TCN) have been discussing a number of different webinars and activities to help states better understand the new Medicaid benefit on cessation. As a first step, NAQC and the TCN are proud to co-host a webinar on the new Medicaid tobacco cessation services. The webinar will take place on **July 27<sup>th</sup> from 2:30-4:00 PM ET** and we will be joined by Sharon Brown, Senior Policy Analyst for the Financial Management Group of the Centers for Medicare and Medicaid Services. Registration will not be required and the webinar agenda with log-in information will be distributed via NAQC e-bulletin and the TCN listserv when it is finalized.

If you have specific content you would like addressed in this webinar and/or questions you hope will be answered, please send those to Tamatha Thomas-Haase at [tthomas-haase@naquitline.org](mailto:tthomas-haase@naquitline.org) **NO LATER THAN 4:00 PM ET ON JULY 20<sup>th</sup>**. Additionally, please let Tamatha know if you have relevant experiences with Medicaid to share with your peers as we all work to reduce tobacco prevalence among the Medicaid population. We are depending on your valuable input to frame the content of the webinar and the ongoing discussions that are sure to follow.

### Coalition Corner

The Drug-Free Healthy Communities Coalition meets quarterly and includes representation from Adams, Brown, Butler, Champaign, Clark, Clermont, Clinton, Fayette, Greene, Madison, Miami, Highland and Warren counties.

Meeting Schedule for 2011, 10:00 a.m. - 12:00 p.m.  
• October 17

GCCHD Conference Room • 360 Wilson Drive  
• Xenia, OH 45385

All meetings are open to the public.

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